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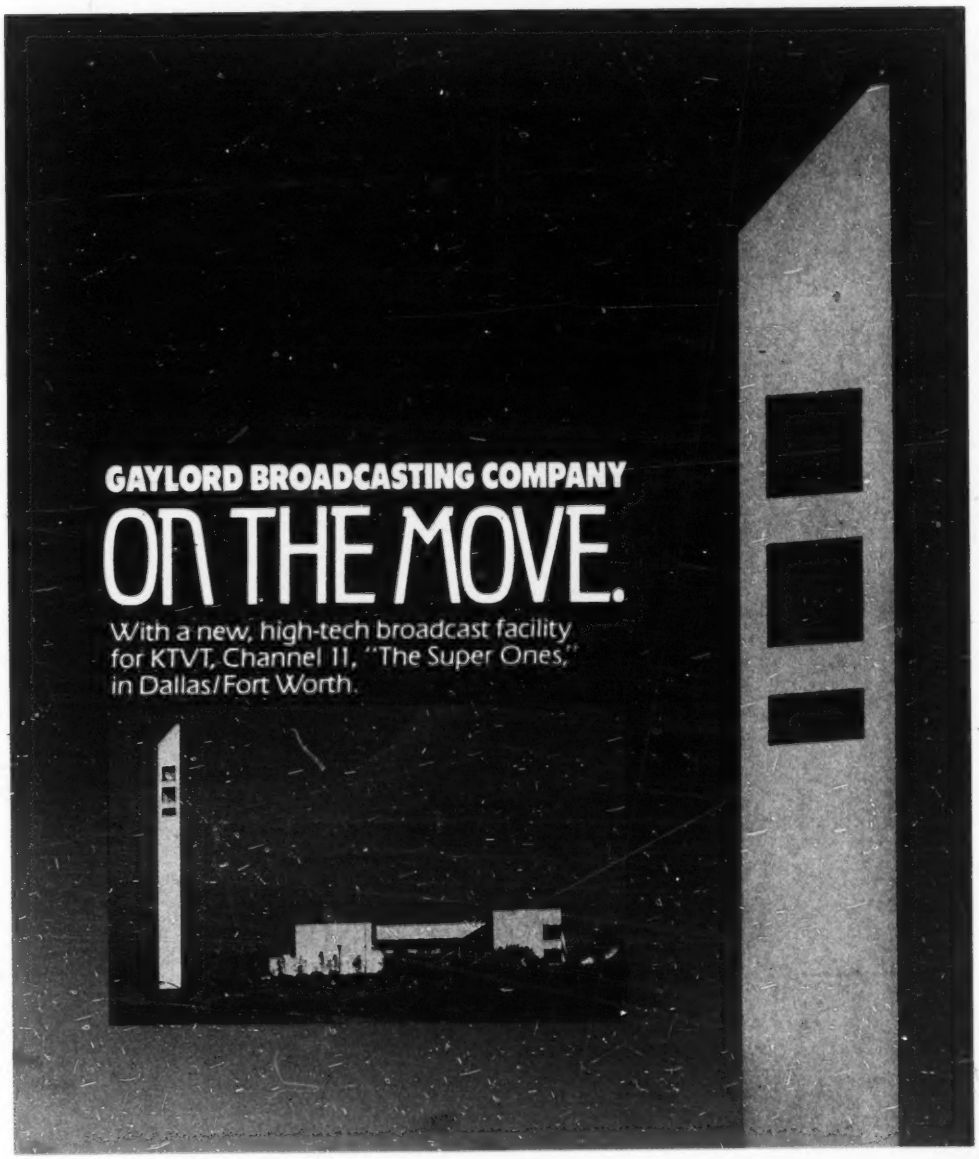
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 5


GAYLORD BROADCASTING COMPANY
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55th Year 1986
Spreadsheet on networks in 1985

Vol. 110 No. 18

Broadcasting May 5

1985 network revenues □ Fox makes its move
Coverage from MIP, BFM, CAB, PBS, Airlie

BIG THREE TALLY □ BROADCASTING collects data from various sources to approximate revenue for ABC, CBS and NBC in 1985. **PAGE 35.**

COMING TO FRUITION □ Fox announces plans for nationally delivered prime time block of programing. **PAGE 36.**

CURVE BALL □ FCC ALJ blocks sale of KHJ-TV Los Angeles to Group W by RKO. **PAGE 37.**

MAKING THEIR CASE □ Two sides in *Preferred vs. Los Angeles* present their arguments before Supreme Court. **PAGE 38.**

READJUSTMENTS □ FCC votes to institute quarterly filing by broadcasters of programing that responds to community needs. **PAGE 39.**

TAKE A LETTER □ Utah Senator Orrin Hatch writes letter to Thurmond suggesting networks move on financial interest-syndication rules. **PAGE 40.**

BOTTOM-LINERS □ Record turnout for Broadcast Financial Management Association convention. **PAGE 44.**

SELLING OFF □ Time Inc. to sell part of its cable MSO subsidiary, American Television & Communications, to the public. **PAGE 46.**

SHARES OF INFINITY □ Infinity Broadcasting files for 3.3 million-share public offering. **PAGE 46.**

POTOMAC CRITIQUE □ Airlie house conference examines impact FCC's deregulatory stance has had on industry. **PAGE 58.**

LAST CHANCE □ Reply comments on FCC's must-carry proceeding flood commission. **PAGE 60.**

RAINY CANNES □ Rain, concerns over safety, fail to dampen spirits at MIP-TV as U.S. companies report good business at international marketplace. **PAGE 63.**

MOVING ON □ Lee Rich, co-founder of Lorimar, leaves company to become chairman and chief executive officer of United Artists Corp. **PAGE 65.**

CAB CONFAB □ Attendees at Cabletelevision Advertising Bureau convention hear the news of progress over the past five years and the challenges that remain ahead. **PAGE 66.**

SUPER AGENCY □ BBDO International, Doyle Dane Bernbach Group and Needham Harper Worldwide merge into company with billings totaling $5 billion. **PAGE 67.**

FUNDING QUESTION □ Enhanced underwriting messages dominate Public Broadcast Service meeting. **PAGE 70.**

AFTER MIDNIGHT □ Captain Midnight strikes HBO signal, preempting feed with anti-scrambling message. **PAGE 71.**

HOME GROWN □ California seminars focus on growing force in journalism: local television news bearing down on the networks. **PAGE 74.**

GONE HOME □ Editor for Radio Liberty who disappeared turns up in Moscow. **PAGE 72.**

IN COMMAND □ Ed Minkel, managing director of FCC, runs a tight outfit on a tighter budget. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing 66	Datebook 28	In Brief 90	Open Mike 32
Business 44	Editorials 98	Journalism 74	Programing 63
Business Briefly 14	Fates & Fortunes 91	Law & Regulation 58	Riding Gain 88
Cablecastings 10	Fifth Estater 95	The Media 70	Satellite Footprints 54
Changing Hands 72	For the Record 78	Monday Memo 22	Stock Index 56
Closed Circuit 7			

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INDEX TO ADVERTISERS: Accu-Weather, Inc. 14 □ Allied Satellite Equipment 77 □ American Uplinks, Inc. 26 □ Americom Radio Brokers 74 □ Associated Press Broadcast Services Fourth Cover □ AVCOM of Virginia 61 □ Bank of America 71 □ Basys, Inc. 31 □ Blackburn & Co., Inc. 72 □ BMI 34 □ Certified Public Accountants, The American Institute of 91 □ Classified Ads 82-90 □ Colex Enterprises 15 □ Columbia Pictures Television 8-9 □ Communications Brokers, Inc. 75 □ Continental Electronics 68 □ Daniels & Associates 76 □ Fries Distribution Co. 24-25 □ Gaylord Broadcasting Co. Front Cover □ Houston International Teleport 10 □ ITC Entertainment 48-49 □ Katz Continental Television 27 □ King Features Entertainment 55 □ LBS Communications, Inc. 16-17, 19 □ Lutheran Television Third Cover □ MCA TV 4, 20-21 □ Multimedia Entertainment 53 □ NAB 18 □ NBC 50-51 □ Paramount Domestic Television & Video Programming 43 □ Professional Cards 79 □ The Research Group Second Cover □ Cecil L. Richards, Inc. 73 □ Seltel 59 □ Services Directory 78 □ SFM Entertainment 57 □ Silllerman-Magee Communications Management Corp. 33 □ SONY Corp. 45 □ Howard E. Stark 30 □ D.L. Taffner 11 □ Television Program Enterprises 6 □ Tribune Entertainment Co. 23 □ Turner Broadcasting 3 □ United Stations Radio Networks 47 □ Viacom 28-29 □ Victory Television 12-13

RADIO TELEVISION CABLE SATELLITE

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Vol. 110 No. 18

TOP OF THE WEEK

Best guess: What three networks took in, kept in 1985

An NBC executive once remarked, "Even when things were terrible at the television network, the broadcast group still made over $40 million [in 1981]." That the three major broadcast groups will likely survive current worries about the business would seem to be confirmed by the more than a billion dollars in operating profit they took in during 1985, a lackluster year for the television networks. Exactly where that money came from is shown in the accompanying chart, representing a consensus of industry sources and securities analysts who provided their numbers to BROADCASTING.

Nationally publicized overnight ratings for the three television networks always emphasized that someone was winning and someone else was losing. But the 1985 year-end revenue tabulations indicate that the third-placed television network in prime time, ABC, was within 5% of CBS's leading total, $2,276,000,000—clear evidence of the importance of other television dayparts. But with NBC's growing strength and ABC's inability so far to close the prime time ratings gap, the consensus is that in 1986 the revenue gap between first and third will grow, perhaps to 15%.

The developing weakness in network advertising, especially at the end of the year, affected the revenue of both ABC and CBS. However, the strength of local advertising made for a difference of fortunes between the television networks and owned television stations. At ABC, for instance, network revenue fell by approximately $500 million—largely due to the lack of Olympic dollars that were present in 1984—while the ABC-owned television stations, which had also profited greatly from the Olympics, managed to hold their revenue steady. More diversified sources of revenue and protection from the network's make-good problem also helped moderate the station group's decline in operating profit—9% from the previous year compared to the network's 34.5% drop.

The same was true at CBS. Operating profit at the CBS television network declined, for although the network had held cost increases to within 5%, the second half held year-end revenue increases unexpectedly low, and there was no time to make sufficient cost adjustments. Meanwhile, the CBS-owned television stations managed to post an increase in both revenue and profit.

More than one securities analyst during 1985 had to revise upward their estimates of NBC's revenue figures because of the television network's surprising prime time ratings strength. For the year, the NBC television network posted $2,176,000,000 in revenue and $202,500,000 in operating profit.

But even those dollar figures do not fully reflect the NBC television network's strength because many of the 1985 revenue dollars were placed before NBC's prime time numbers were evident. It will not be until the end of the current year that observers think the lag between ratings and dollars will end. For 1986, it is suggested, NBC could be taking in about 12.5% more dollars, even in a less-than-exciting television network marketplace, rising to $2,450,000,000. It is speculated that CBS television network revenue will be up about 3.5%, to $2,356,000,000, with ABC inching in the other direction, down 1% to $2,140,000,000.

Mark Riely, a securities analyst with Eberstadt Fleming Inc., said: "Until this year NBC was alone of three networks in really sounding a note of caution about the business, about competition from syndication and cable and about managing the business for the future. While the others admitted there was competition they never admitted it was very significant. Now in the Capital Cities/ABC annual report, and elsewhere, we are seeing signs of recognition, and that is a good step."

Radio in general had a better year than television. The increased advertising dollars being spent on network radio helped the ABC, CBS and NBC networks, despite newly emerging competition.

ABC Radio Networks posted revenues of $138 million and operating profit of $14.5 million while its radio stations contributed $83.9 million (revenue) and $24 million (profits). CBS had network revenue/operating profit of $45 million/$4.5 million and radio station contributions of $124.8 million/$15.5 million. NBC had network revenue of $42 million and an operating loss of $1 million, while its stations posted $65 million/$5 million. □

BROADCASTING's breakdown of network groups

ABC

	Revenue	% chg	Operating Profit	% chg.
TV network	$2,161,000,000	−19.4	$170,300,000	−34.5
Owned TV's	$464,500,000	—	$132,000,000	−9.0
Radio	$221,900,000	+4.4	$38,500,000	+37.5
Total broadcast group	$2,847,400,000	−14	$340,800,000	−20.0

CBS

	Revenue	% chg	Operating Profit	% chg.
TV network	$2,276,000,000	+1.6	$226,600,000	−19.1
Owned TV's	$332,000,000	+5.5	$114,000,000	+3.6
Radio	$169,800,000	+13.2	$20,000,000	+11.1
Total broadcast group	$2,777,800,000	+2.4	$360,600,000	−11.7

NBC

	Revenue	% chg	Operating Profit	% chg.
TV network	$2,176,000,000	+9.9	$202,500,000	+92.5
Owned TV's	$364,500,000	+7.2	$127,700,000	+11.0
Radio	$107,000,000	+4.4	$3,000,000	—
Total broadcast group	$2,647,500,000	+11.7	$333,200,000	+53.8

Estimates are BROADCASTING's and are not intended to be actual results. International sales are included in results of CBS and NBC broadcast groups, but not for ABC. Sources used to arrive at estimates include Broadcast Advertisers Reports, the Radio Network Association, Donaldson, Lufkin & Jenrette, Eberstadt Fleming Inc. and Merrill Lynch, Pierce, Fenner & Smith Inc. Revenue is after payment of advertising agency commissions.

Lee Rich joins UA as chairman, CEO

Lorimar co-founder makes move after 17 years with company; says "no falling out" with Lorimar partner, Merv Adelson

Five months after approaching Lee Rich to make the move, Kirk Kerkorian has succeeded in tapping the Lorimar co-founder to become chairman and chief executive officer of United Artists Corp. UA last month was released from its corporate bond with MGM when Turner Broadcasting closed its deal to purchase the latter.

Sources confirmed that Kerkorian had approached Rich last December about joining UA, but Rich declined because the move might have complicated, or even prevented, the closing of Lorimar's merger with Telepictures, which took effect Feb. 18. Kerkorian then picked Jerry Weintraub to head the company but, dissatisfied with his performance, forced Weintraub out several weeks ago.

UA also said last week that executive vice president Anthony Thomopoulos had been named president and chief operating officer and that Sidney Sapsowitz, executive vice president and chief financial officer, had been named senior executive vice president.

Rich was a member of Lorimar-Telepictures' five-man office of the president and is the company's second-largest shareholder with 1.9 million shares (company chairman Merv Adelson is the largest with 3.6 million shares, and the company has a total of 33 million shares outstanding). At the close of trading last Monday, the day of the announcement, the stock was up one-eighth to $26.25, making Rich's stock in Lorimar-Telepictures valued at more than $49.8 million. A Lor-Tel spokeswoman said the company retained the option of buying back those shares from Rich, and would do so over time.

Rich had been responsible for long-term creative program strategy at Lor-Tel and up until a month ago had run the network television production arm of the company. That was taken over by David Salzman, also a member of the office of the president. A spokeswoman said the company had no plans to name someone else to that office in place of Rich.

Rich and Lor-Tel chairman Adelson cofounded Lorimar 17 years ago as a production and syndication company. Rich has overseen such Lorimar television series as *Dallas* and *The Waltons*, as well as theatrical releases "Being There" and "The Postman Always Rings Twice."

In a prepared statement last week, Adelson said, "I in no way want to diminish Lee's contribution, but we have been preparing for the eventuality of Lee's retirement (Rich is 61) for some time and have built a company that can stand on its own, not dependent on any one person. And the business and creative management depth added by Lorimar's recent merger with Telepictures doubly assures that it stays that way."

Reports had been circulating that Rich was unhappy with some business decisions at Lor-Tel that had significantly increased the company's debt and also that he considered the five-member office ot the president unwieldy (Rich was sole president of Lorimar before the merger). Rich denied that he and Adelson had had a falling out, suggesting instead that it was the challenge of building UA into a major force again that led him to take the new job. "There was no falling out," he said. As to what he hopes to accomplish in the near term, Rich said last week: "I'm trying to build a company and UA provides a great opportunity to a lot of things. And I think I can have a lot of fun doing that."

With veteran television production executives Rich and Thomopoulos in senior positions, UA is positioned to move ahead with its previously announced plans to enter original television production. And Rich made clear that film and television production would have equal footing at UA under his guidance. "Any kind of production will be equally important here," he said. □

First post-season week goes to CBS

CBS captured the first week of the post season (April 21-27) with a prime time average rating of 14.3 and a share of 24, followed by ABC with a 12.9/22 while season winner NBC placed third with 12.3/21. It was CBS's second straight weekly win, in a week dominated by reruns (36½ hours). A year ago, NBC won the week with a 14.2/24. ABC was second with a 13.0/22. CBS was third with a 12.8/22. HUT levels remained the same, at 59%.

Cosby and *Family Ties* continued their winning ways even with repeat episodes, finishing first and second, respectively, as they did in the regular season. *Resting Place*, a Hallmark Hall of Fame special, was third, while *60 Minutes* finished fourth, as it did in the regular season. *Murder, She Wrote*, which finished third in the regular season, rounded out the top five.

ABC's second-season comedy, *Perfect Strangers*, continued to do well, ranking ninth with an original episode that scored a 20/31. Original episodes of two other new ABC comedies, *Mr. Sunshine* and *Joe Bash*, didn't fare as well. *Sunshine*, airing at 9 p.m. Friday, ranked 56th with a 9.4/17. *Joe Bash* followed with a 6.5/12, ranking 61st. A special on ABC on Tuesday, a General Foods Showcase presentation, *Alex: Life of Child*, placed sixth for the week with a 21.7/36.

An original episode of *Mike Hammer* (Tuesday 9-10 p.m.) on CBS placed 42d with an 11.1/17. *Fast Times*, a CBS second-season replacement on Wednesday at 8 p.m., scored a 10.6/18. It was followed by *Tough Cookies*, another new comedy which averaged a 9.6/15, ranking 55th (also with an original episode). Two CBS premieres performed moderately well, both scoring in the top 30 for the week—*Bridges to Cross* on Thursday at 10 scored a 14.5/26 (18th), while *Leo & Liz* on Friday from 8:30 to 9 p.m. scored a 12.6/23 (30th).

In the evening news race, the *NBC Nightly News* tightened the gap again, tying the *CBS Evening News* with a 23 share, although CBS was 0.3 of a point higher in rating with a 12.0. ABC's *World News Tonight* averaged an 11.1/21.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	27.7/46
2.	Family Ties	NBC	26.7/43
3.	Resting Place	CBS	22.3/36
4.	60 Minutes	CBS	22.0/43
5.	Murder, She Wrote	CBS	21.8/37
6.	Alex: Life of a Child	ABC	21.7/36
7.	Cheers	NBC	21.3/33
8.	Who's the Boss	ABC	21.1/34
9.	Perfect Strangers	ABC	20.0/31
10.	Golden Girls	NBC	18.5/32
11.	Moonlighting	ABC	17.8/28
12.	Highway to Heaven	NBC	17.5/29
13.	He's Not Your Son	CBS	17.3/32
14.	Night Court	NBC	17.0/27
15.	Facts of Life	NBC	16.5/31
16.	Spenser: For Hire	ABC	16.3/28
17.	Gimme a Break	NBC	15.1/29
18.	*Bridges to Cross	CBS	14.5/26
19.	Miami Vice	NBC	14.1/26
20.	20/20	ABC	13.7/25
21.	MacGyver	ABC	13.7/23
22.	Blacke's Magic	NBC	13.7/22
23.	Cagney & Lacey	CBS	13.6/23
24.	Magnum, P.I.	CBS	13.4/25
25.	The Cartier Affair	NBC	13.1/21
26.	Simon & Simon	CBS	12.9/21
27.	Equalizer	CBS	12.8/24
28.	Something About Amelia	ABC	12.8/20
29.	Honkytonk Man	ABC	12.7/21
30.	*Leo & Liz in Bev. Hills	CBS	12.6/23
31.	Hill Street Blues	NBC	12.5/22
32.	Kate & Allie	CBS	12.5/18
33.	Webster	ABC	12.4/23
34.	A Team	NBC	12.2/19
35.	Mr. Belvedere	ABC	12.1/22
36.	Hunter	NBC	12.1/19
37.	Crazy Like a Fox	CBS	11.7/22
38.	Newhart	CBS	11.5/16
39.	Robin Hood	ABC	11.4/21
40.	Scarecrow & Mrs. King	CBS	11.4/17
41.	Invitation to Hell	ABC	11.1/18
42.	Mike Hammer	CBS	11.1/17
43.	Fast Times	CBS	10.6/18
44.	Hardcastle & McCormick	ABC	10.6/15
45.	Seduction of Gina	CBS	10.3/17
46.	Missing	NBC	10.1/17
47.	Alfred Hitchcock Presents	NBC	10.1/17
48.	Charlie & Co.	CBS	10.0/19
49.	Last Precinct	NBC	10.0/18
50.	NBC White Paper	NBC	9.6/18
51.	Salute to Billy Wilder	NBC	9.6/18
52.	Love Boat	ABC	9.6/18
53.	Wide World of Sports Special	ABC	9.6/18
54.	Amazing Stories	NBC	9.6/17
55.	Tough Cookies	CBS	9.6/15
56.	Mr. Sunshine	ABC	9.4/17
57.	Morningstar/Eveningstar	CBS	9.2/16
58.	TV Bloopers & Prac. Jokes	NBC	9.1/13
59.	TV Academy Hall of Fame	NBC	7.8/12
60.	Handsome Harry's	NBC	7.2/13
61.	Joe Bash	ABC	6.5/12
62.	Fathers and Sons	NBC	5.9/11
63.	Punky Brewster	NBC	5.3/11
64.	Fall Guy	ABC	5.1/10

*indicates premiere episode

thority Corp. to Hawkeye Broadcasting Ltd. Partnership for $45,000. Seller is owned by William B. Newbrough, who also owns KBTV(TV) Des Moines, Iowa, and has interest in KRNA(FM) Iowa City, Iowa. Buyer is owned by Walter R. Brewster and his mother, Dorothy. It also owns LPTV's in Iowa City and Williamsport, Pa. Filed April 17.

■ KQWK(FM) Pittsburg, Kan. (96.9 mhz; 100 kw; HAAT: 470 ft.)—Seeks assignment of license from Heartland Broadcasting Inc. to American Media Investments Inc. for $663,990.05, comprising $100,000 cash and remainder note. Seller is principally owned by Timothy O. Menowsky, who also has interest in colocated KNZS(AM). Buyer, owned by Robert D. Freeman, Frank L. Carney and O. Gene Bicknell, also owns KKOW(AM) Pittsburg, Kan. Filed April 17.

■ WKMI(AM) Kalamazoo, Mich. (1360 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Steere Broadcasting Corp. to Hicks Broadcasting Corp. for $850,000, plus $150,000 noncompete agreement. Seller is owned by David Steere, who has no other broadcast interests. Buyer is owned by David L. Hicks, who also owns WKNR(AM)-WKFR(FM) Battle Creek, Mich. He has also filed petition for waiver of 18 months to dispose of WKNR(AM). Filed April 18.

■ KGRZ(AM)-KDXT(FM) Missoula, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 93.3 mhz; 43 kw; HAAT: 2,440 ft.)—Seeks assignment of license from Windpoint 1970 Holding Co. to Sunbrook Missoula Radio Corp. for $800,000. Seller is owned by Samuel C. Johnson. It has interest in KUDY(AM)-KICN(FM) Spokane, Wash., and KRAM(AM)-KKLZ(FM) Las Vegas. It also has interest in WLNS-TV Lansing, Mich.; WKBT-TV La Crosse, Wis., and WDKY-TV Lexington, Ky. Johnson also owns Racine, Wis.-based manufacturer, S.C. Johnson & Son Inc., makers of Johnson Wax and other products. Buyer is equally owned by Larry Roberts, Alan Cooper and his brother, Edward. It also owns KCSJ(AM)-KUSN(FM) Pueblo, Colo., and KXTL(AM)-KQUY(FM) Butte, Mont. Filed April 21.

■ KBCQ(AM)-KCKN(FM) Roswell, N.M. (1020 khz; 50 kw-U; FM: 97.1 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from National Capital Christian Broadcasting Inc. to Ardman Broadcasting Corp. for $600,000. Seller recently exchanged WLTT(TV) Richmond, Va., for this station from Sudbrink Broadcasting (BROADCASTING, Feb. 10). It also owns WTTK(TV), Manassas, Va. Buyer is principally owned by Myer Feldman, who has interest in WLLH(AM)-WSSH(FM) Lowell, Mass. Filed April 17.

■ KRSY(AM) Roswell, N.M. (1230 mhz; 1 kw-D; 250 w-N)—Seeks assignment of license from Enchantment Broadcasting Corp. to Ray Moran for assumption of liabilities. Seller is owned by Jim C. Moore, who has no other broadcast interests. Buyer owns KJTV(TV) Lubbock, Tex. Filed April 18.

■ WBZA(AM) Glens Falls and WNIQ-FM Hudson Falls, New York (1230 khz; 1 kw-D; 250 w-N; FM: 107.1 mhz; 3 kw; HAAT: 844 ft.)—Seeks assignment of license from Pathfinder Communications Corp. to Northway Broadcasting Inc. for $800,000. Seller is owned by Dennis H. Curley. It also owns new FM in Caribou, Me. Buyer is equally owned by William C. Burtis, David G. Mitchell, Joseph A. Reilly, Donald F. Snyder and E. Mark Vieira. Reilly has interest in WIZR(AM)-WSRD(FM) Johnston, N.Y. Mitchell is general manager of WINR(AM) Binghamton, N.Y. Snyder is general manager of WBNG-TV Binghamton, N.Y. Filed April 22.

■ WDGE(FM) Saranac Lake, N.Y. (101.7 mhz)—Seeks assignment of construction permit from DGR Communications Inc. to WNBZ Inc. for assumption of liabilities. Seller is owned by David J. Doherty, Arthur I. Rose and David C. Garner. It also owns WSCM(AM)-WITU(FM) Cableskill, N.Y. Buyer is principally owned by James Rogers and his wife, Cornelia. It owns WNBZ(AM) Saranac Lake, N.Y. Filed April 18.

■ WTAB(AM)-WKSM(FM) Tabor City, N.C. (AM: 1370 khz; 5 kw-D; FM: 104.9 mhz; 3 kw; HAAT: 425 ft.)—Seeks assignment of license from Prorad Communications Inc. to Great American Media Inc. for $575,000, comprising $250,000 cash, $250,000 assumption of liability and remainder note. Seller is owned by Robert M. Binkley. It has no other broadcast interests. Buyer is owned by Donald W. Curtis, Thomas H. Campbell and J.D. Longfellow. It also owns WDUR(AM)-WFXC(FM) Durham and WTHP(FM) Thomasville. WIAM(AM)-WSEC(FM) Williamston, WMBL(AM)-WMBJ-FM Morehead City, all North Carolina. Filed April 23.

■ KEBC(FM) Oklahoma City, Okla. (94.7 mhz; 100 kw HAAT: 440 ft.)—Seeks assignment of license from Electronic Broadcasting Co. to Van Wagner Broadcasting OKC Inc. for $4 million. Seller is owned by Ralph Tyler. It has no other broadcast interests. Buyer is owned by Jason Perline. It also owns WXCM(AM)-WIBM-FM Jackson, Mich. Filed April 17.

■ WCAM(AM) Camden, S.C. (1590 khz; 1 kw-D)—Seeks assignment of license from Wateree Broadcasting Inc. to Kershaw Broadcasting for $75,000, comprising $5,000 cash and remainder note at 9.5% over one year. Seller is owned by John Parker, who has no other broadcast interests. Buyer is owned by Gary M. Davidson, his brother, John, and three others. Gary Davidson owns WDKD(AM)-WWKT-FM Kingstree, S.C., and WPUB-AM-FM Camden, both South Carolina, and WMVG(AM)-WKZR(FM) Milledgeville, and WLOP(AM)-WIFO(FM) Jesup, both Georgia, and has interest in five cable systems in South Carolina. Filed April 18.

■ WPJK(AM) [formerly WBLO(AM)] Orangeburg, S.C. (1580 khz; 1 kw-d)—Seeks assignment of license from Radio Orangeburg Inc. to Bose Gowdy for $65,000. Seller is owned by H. Edward Crapps, who also owns WBLR-AM-FM Batesburg, N.C. Buyer has no other broadcast interests. Filed April 22.

■ WMCC(TV) Marion, Tenn. (CP)—Seeks assignment of license from Mississinewa Communications Corp. to Gerald J. Robinson for $52,168. Seller is owned by Rodney Funk, who has no other broadcast interests. Buyer also owns WYZZ-TV Bloomington, Ill., and WSMH-TV Flint, Mich. Filed April 17.

■ WOQB(TV) Parkersburg, W.Va. (ch. 39; ERP vis. 691.8 kw; aur. 69.2 kw; HAAT: 620 ft.; ant. height above ground: 448 ft.)—Seeks assignment of license from Parkersburg Family Television Inc. to Cato Communications Inc. for $65,000. Seller is owned by Cora N. Price. It has no other broadcast interests. Buyer is owned by Patrick J. Farrell, J. Paul Henderson and W.T. Anderson. It has no other broadcast interests. Filed April 23.

New Stations

AM

■ Wasco, Calif.—Wasco Broadcasting seeks 1050 khz; 250 w-D. Address: 9151 Cerritos #5, Anaheim, Calif. 92804. Principal is owned by Hikburg L. Charles, who is also app. for new FM in Kerman, Calif. Filed April 17.

FM's

■ Quartzsite, Ariz.—Buck Burdette seeks 94.3 mhz; 3 kw; HAAT: 299 ft. Address: 16031 Camel Dr., Box 1, 85346.

Summary of broadcasting as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,021	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,336	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

** Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

Principal has no other broadcast interests. Filed April 10.

■ Byron, Ga.—Augusta Radio Fellowship Institute Inc. seeks 90.5 mhz; 100 kw; HAAT: 551 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. It has no other broadcast interests. Filed April 22.

■ Wallace, Ind.—John W. Kendrick seeks 98.7 mhz; 760 w; HAAT: 551 ft. Address: 906 McKinley Ave., Kellogg, Idaho 83837. Principal has no other broadcast interests. Filed April 22.

■ Salisbury, Md.—Salisbury Educational Broadcasting Foundation seeks 90.3 mhz; 378 w; HAAT: 180 ft. Address: P.O. Box 186, 21801. Principal is nonprofit corporation headed by George A. Copeland. It has no other broadcast interests. Filed April 21.

■ Ely, Minn.—Tamara Klindorth seeks 92.1 mhz; 3 kw; HAAT: 294 ft. Address: 5724 Goodrich Ave., St. Louis Park, Minn. 55416. Principal has interest in cable system serving Silver Bay, Minn., and LPTV K21AK Morris, Minn. Filed April 15.

■ Holly Springs, Miss.—Rust College seeks 88.1 mhz; 3 kw; HAAT: 328 ft. Address: 150 Rust Ave., 38635. Principal is educational institution headed by Dr. W.A. McMillan, president. Filed April 17.

■ Corning, N.Y.—Crystal City Broadcasters seeks 98.7 mhz; 680 w; HAAT: 682.7 ft. Address: 321 Jerome St., Painted Post, N.Y. 14870. Principal is owned by Patricia A. Stull and her husband, Norman. It has no other broadcast interests. Filed April 14.

■ Corning, N.Y.—Christian Hope Center seeks 98.7 mhz; 760 w; HAAT: 619 ft. Address: 428 Watauga Ave., Box 133, 14830. Principal is nonprofit corporation headed by Harry R. Jackson. It has no other broadcast interests. Filed April 14.

■ Corning, N.Y.—WCBA Radio Inc. seeks 98.7 mhz; 2 kw; HAAT: 65 ft. Address: Box 1047, 14830. Principal is owned by Dean Slack. It also owns colocated WCBA(AM). Filed April 8.

■ Lost Cabin, N.Y.—Roy L. Bliss seeks 99.1 mhz; 100 kw; HAAT: 1,300 ft. Address: 3623 E 47th Place, Tulsa, Okla. 74135. Principal is TKTK of United Video, Tulsa-based satellite resale carrier and cable programer. Filed April 16.

■ Newburgh, N.Y.—Sound of Life Inc. seeks 90.1 mhz; 9.66 kw; HAAT: 715 ft. Address: Box 380A, Lake Rd., Kingston, N.Y. 12401. Principal is nonprofit corporation headed by Bruce Winchell, president. Filed April 18.

■ Delaware Township, N.J.—Penn-Jersey Educational Radio Corp. seeks 89.7 mhz; 500 w; 173.8 ft. Address: Rd. 3, Box 750, Stockton, N.J. Principal is nonprofit corporation headed by Frank W. Napurano. It has no other broadcast interests. Filed April 18.

■ Harrogate, Tenn.—Harrogae Broadcast Group Inc. seeks 98.7 mhz; 760 w; HAAT: 619 ft. Address: Rt. 1, Box 106, 37752. Principal is owned by Orville Bailey, his wife, Elizabeth, and Beulah Pursiful and her husband, Warren. Bailey is sales manager and Pursiful is owner of WFXY(AM) Middlesboro, Tenn. Filed April 23.

TV's

■ Bunnell, Fla.—Pollack Broadcasting Co. seeks ch. 58; ERP vis. 2,000 kw, aur. 200 kw; HAAT: 509 ft.; ant. height above ground: 519 ft. Address: 509 S. Walnut St., Osceola, Ark. 72370. Principal is owned by Sydney Pollack and family. It also owns KOSE(AM)-KHFO(FM) Osceola, Ark., and WDXR(AM) Paducah, Ky. Filed April 21.

■ Bunnell, Fla.—Press Broadcasting Co. seeks ch. 58; ERP vis. 851 kw, aur. 85.1 kw; HAAT: 403 ft.; ant. height above ground: 426 ft. Address: Press Plaza-605 Mattison Ave., Asbury Park, N.J. 07713. Principal is owned by Jules Plangere and Donald Lass. It publishes daily *Asbury Park Press* and owns WJLK-AM-FM Asbury Park, WSJT(TV) Vineland, both New Jersey, and WMOD-TV Melbourne, Fla. Filed April 22.

■ Bunnell, Fla.—Bunnell Communications Inc. seeks ch. 58; ERP vis. 4,624 kw, aur. 462 kw; HAAT: 1,613 ft.; ant. height above ground: 1,621 ft. Address: Rt. 2, Box 32, Groveland, Fla. 32736. Principal is owned by Arthur T. Lowery and five others. It has no other broadcast interests. Filed April 22.

■ Bunnell, Fla.—Glenda McLeod seeks ch. 58; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 493 ft.; ant. height above ground: 480 ft. Address: 130 Gren Park Dr., Mobile, Ala. 36608. Principal has no other broadcast interests. Filed April 22.

■ Bunnell, Fla.—Bunnell Television Co. seeks ch. 58; ERP vis. 840 kw, aur. 84 kw; HAAT: 626 ft.; ant. height above ground: 622 ft. Address: 501 S. Moore St., 32010. Principal is owned by Annie L. Johnson and Wendell A.